

August 17, 2017  
ASEAN-Japan Centre

**AJC organized the “Seminar on Educational Travel to ASEAN”  
in Tokyo, Japan**

**Introduced the ASEAN Member States’ strength  
as destination for school excursion and language training**



“Seminar on Educational Travel to ASEAN” on August 1, 2017

The ASEAN-Japan Centre (AJC), an intergovernmental organization of the 10 Member States of the Association of Southeast Asian Nations (ASEAN)\* and Japan based in Tokyo, held "Seminar on Educational Travel to ASEAN" on August 1, 2017 in Tokyo. This seminar was held for schools and travel agencies with the nominal support of Japan Tourism Agency, Japan Association of Travel Agents, and Japan School Tours Bureau, and attracted about 80 participants.

To celebrate the 50th anniversary of the establishment in the year 2017, ASEAN is launching tourism campaign called "Visit ASEAN@50: Golden Cerebration (VA@50)" to the world to promote tourism attractions of the ASEAN Member States. This seminar was held as a commemorative event to highlight the VA@50\*\*.

In the seminar, AJC introduced the ASEAN Member States’ attractions as destination for educational travel including school excursion and language training. National Tourism Organizations of Malaysia, the Philippines, Singapore and Thailand, and Vietnam Airlines provided updated information on their efforts to receive educational travel in each country. Also, presentations were given by a school that actually carries out educational travel to the ASEAN Member States based on the positive feedback from students and by an insurance company on risk management and introduction of useful insurance packages for school trips.

The seminar was an opportunity to introduce strengths of the ASEAN Member States as educational travel destination, such as being close to Japan, having less time difference, offering relatively good security, and providing cultural diversity and environment to learn high quality English.

■ **“Seminar on Educational Travel to ASEAN” in Tokyo, Japan**

<http://www.asean.or.jp/en/tourism-info/20170809/>

\* ASEAN (Association of Southeast Asian Nations) is a regional cooperative organization established in 1967. The Member States of 10 countries in the Southeast Asia include Brunei Darussalam, Cambodia, Indonesia, Laos, Malaysia, Myanmar, the Philippines, Singapore, Thailand and Vietnam, and the total population counts more than 630 million.

\*\*For celebrating the 50th anniversary of ASEAN establishment, the ASEAN-Japan Centre held a symposium (Tokyo) on the themes on ASEAN's 50 years, economic integration and its attractiveness and issues on August 8 and September 13, as well as a travel event for young women on August 20 (Osaka), and many other campaign projects.

**<< Outline of the seminar >>**

- **Title:** Seminar on Educational Travel to ASEAN
- **Date:** August 1, 2017
- **Location:** Tokyo, Japan
- **Organizer:** ASEAN-Japan Centre
- **Co-organizer:** Japan Tourism Agency, Japan Association of Travel Agents,  
Japan School Tours Bureau
- **Participants:** Approximately 80 people
- **Program:**
  - **Presentation by ASEAN National Tourism Organizations:**
    - Mr. Makoto Tokunaga, Marketing Manager, Malaysia Tourism Promotion Board
    - Mr. Yasuhiko Yokoyama, Section Chief, Philippine Department of Tourism
    - Ms. Akiko Yoshida, Manager, Japan, Singapore Tourism Board
    - Mr. Yoshiaki Fujimura, Marketing Manager, Tourism Authority of Thailand

**Case Reports of Educational Travel:**

- “School excursion to Vietnam and Cambodia” by Mr. Takahisa Yamada, Board Chairman, Kojo Gakuen
- “Our approach to educational travel” by Mr. Shogo Watanabe, Passenger Sales Representative/School Trip Promotion Project Leader Eastern Japan, Vietnam Airlines

- “Risk management and insurance for overseas school trips” by Mr. Katsunari Kido, Senior Manager, Risk Solution Division, Marketing & Sales Planning Department, JI Accident & Fire Insurance Co., Ltd.

**<< ASEAN-Japan Centre >>**

The ASEAN-Japan Centre is an intergovernmental organization established by the ASEAN Member States and Japan in 1981. It has been promoting exports from ASEAN to Japan while revitalizing investment, tourism as well as people-to-people exchanges between the ASEAN Member States and Japan.

URL : <http://www.asean.or.jp/en/>

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